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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-44 (GP-096-00-US)**

Appl. No.: **10/750,363**

Applicants: **Krishna BHARAT, et al.**

Filed: **December 31, 2003**

Title: **GENERATING USER INFORMATION FOR USE IN TARGETED  
ADVERTISING**

TC/A.U.: **3621**

Examiner: **Evens J. Augustin**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REQUEST FOR RECONSIDERATION**

Sir:

In response to the final Office Action mailed on November 10, 2009 (Paper No. 20091108), which set a period for response to expire on February 10, 2010, please reconsider the above identified application in view of the following:

**Remarks/Arguments** begin on page 2 of this paper.